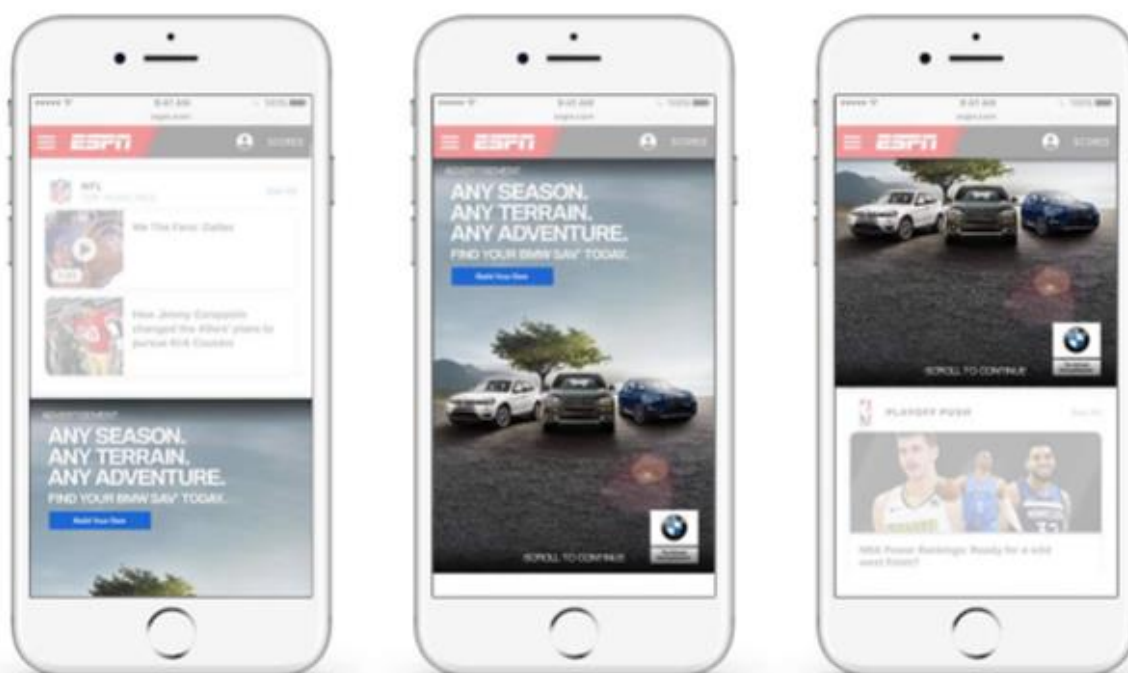


VERTICAL DISPLAY

Overview

Vertical Display is a special ad that appears alongside mobile web content and offers a high-impact experience.

- The Vertical Display ad is served internally by ESPN. 1x1 tags from approved vendors are accepted.
- High-resolution creatives are recommended for all formats.



Availability



Mobile Web Formats

VERTICAL DISPLAY

Technical SPECS

	VERTICAL DISPLAY	BANNER
DIMENSIONS	675x1200	320x50 (Standard) 640x100 (2x Density)*
FILE SIZE	<250k	<50k (Standard) <100k (2x Density)*
SUPPORTED FILE TYPES	PNG, JPG, Static GIF	PNG, JPG, Static GIF
THIRD- PARTY SERVING	No	No
VIDEO	Not accepted.	Not accepted.

*Double-density creative content is recommended for all mobile creatives to ensure image clarity on high-resolution screens.

VERTICAL DISPLAY

HTML5 Requirements

- HTML5 is not accepted. Only non-animated images are allowed.

Guidelines

Animation / Ad Behavior Guidelines	Animations are not allowed in this unit. Only static creatives are accepted. The ad block dimensions will adjust to the user's device. 320x50 banner is also required.
Delivery Limits	There are no delivery limits.
Third Party Tags	This unit is served internally by ESPN.
Delivery Deadline	Testing and approval require five business days.
Video	Not accepted.
HTTPS Compatibility	All creative content, including third-party tags and third-party tracking tags, must use a secure protocol (HTTPS). Any creative content that is not secure will be returned for revision.